



## REPORT TO COMMITTEE OF THE WHOLE

Office of the  
Chief Administrative Officer



**AGENDA DATE:** April 13, 2021

**SUBJECT:** Updated Township Branding

### **RECOMMENDATION:**

That COTW support the Brand Steering Group's recommendations for updated branding for South Frontenac.

### **BACKGROUND:**

In December of 2019, Township Council passed its operating and capital budget which included funding for the development of updated Branding for the Township.

The purpose of the Branding exercise was to update and modernize the Township's graphics (logo, text and other elements), and to formalize the Township's "Brand Positioning" (i.e. its identity; what people think and feel about the Township).

Given the community's long history, the Township already has an "identity" that has developed over time, but that identity hadn't been captured or leveraged in words and graphics.

In late 2020, Council appointed four residents with experience in branding, marketing and related disciplines, to a branding steering group. This group worked with staff to select a creative consultant to develop the brand package.

A community survey was released that asked residents to share their thoughts on "What makes South Frontenac Special" to get a sense of how the community saw itself. The Township received nearly 400 responses to that survey, which were summarized by the consultant to arrive at a list of "Brand Values". These values were the basis of the updated logo and positioning statement concepts.

### **DISCUSSION/ANALYSIS:**

After reviewing numerous concepts and styles, the Brand Steering Group has arrived at a recommended Positioning Statement and Logo Concept that will form the basis of the remaining brand package.

Before any further work is completed, the Steering Group is presenting its recommendation to Committee of the Whole and then for approval by Council.

The attached slide deck provides further explanation about the Steering Group's branding recommendations and provides examples of its implementation.

### **STAFFING OR FINANCIAL IMPLICATIONS:**

None.

### **ATTACHMENTS:**

1. Branding Slide Deck

**Submitted by:**  
Emily Caird  
Executive Assistant

**Approved by:**  
Neil Carbone  
Chief Administrative Officer

# South Frontenac

## Updated Brand Concept

Logo and Positioning Statement

# A Quick Recap

Brand Steering Group formed in late 2020 of local residents with branding or related skills and experience:

- **Wilma Kenny**
- **Paul Blais**
- **Tina Fisher**
- **Jessalyn Harmon**
- Staff: Tim Laprade, Emily Caird

# A Quick Recap

- Creative Design Consultant hired (1dea Media & Design Inc.)
- Community survey: “What South Frontenac Means to You”
- Steering group identified community values
- Several rounds of concepts considered by Steering Group

# Brand Logo

- Just one part of the brand
- What people will eventually associate with the community's brand/position
- Identifier and differentiator
- All artwork is subjective, so how do we know if it fits?
  - Does it convey the right messages?
  - Is it functional?
  - Does it achieve all the objectives?

# Brand Logo

- Feedback given to consultants
  1. It should appear strong alongside the County Brand
  2. “South” emphasized because it differentiates us from the other Frontenacs
  3. Consider omitting the term “Township”
  4. Easily understood – it can’t be too abstract
  5. Vivid but still natural colours
  6. Graphics should be able to stand apart from the text
  7. Add a bit of a modern touch – progressive, unique and a bit bold
  8. Represent the brand values
  9. It has to be practical, and easy to use in existing applications

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SOUTH FRONTENAC  
**LOGO DEVELOPMENT**

Presentation April 13<sup>th</sup>, 2021

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SOUTH FRONTENAC  
**PRIMARY LOGOS AND RATIONALE**





# SOUTH FRONTENAC





**SOUTH  
FRONTENAC**



## LOGO RATIONALE

There are the blue waves of lake-life, the furrows found in our rural areas, and the overarching energy of lush, green nature; our environment brings us together. Amongst all this, lies the Great Canadian Shield, protruding powerfully and part of our heritage. South Frontenac is the one place where you find three polarizing landscape working symbolically together, weaving and seaming into one. The logo reflects this perfect balance and the symmetry of these elements coming together.

South Frontenac's many communities are connected in much the same way as our diverse landscapes, brought together by a common sense of resiliency, adventure and a humble way of life. These communities (represented by the three circle) thread into the other elements as an ever present part of the past and future of South Frontenac.



## CANADIAN SHIELD

The centerpiece of the logo is represented by the Canadian Shield. Characterized by strength and resilience, it not only signifies the geographic landscape, but the characteristics of the people who live here.



## CONNECTION TO THE LAND

Amidst the rock, the land of South Frontenac has been worked on for generations. Soil signifies opportunity, not only for those who farm it, but for those who value a more peaceful and balanced way of life.



**SOUTH  
FRONTENAC**



## LAKES & WATERWAYS

Water is a way of life in South Frontenac. Living here is both pure and wholesome.



## COMMUNITY & VITALITY

With friendly faces and helping hands, nature inspires activity in South Frontenac. A sense of balance is found quickly. Living here keeps us grounded.



FIND A LAKE,  
TRAIL OR GOOD  
NEIGHBOUR  
NEAR BY.

[SouthFrontenac.net](http://SouthFrontenac.net)





Here's to the people that go out of their way to help a neighbour. To those who get up at the crack of dawn to get out on a lake because that's when the fish are biting best. To those who waterski, go four wheeling, own boats and know area farmers by name. You'll find us on trails, at the lake or at a local ball field cheering on our team. At heart, we're easygoing and laid back. We appreciate this area because it's quieter, friendlier, and wholesome. It's farm fresh food, family dinners and picnics down by the lake. But, we like the conveniences and amenities that our communities and our location provides, and we've realized something that many haven't - you can have the best of both worlds.

**NATURAL, VIBRANT AND GROWING –  
A PROGRESSIVE RURAL LEADER.**

[SouthFrontenac.net](https://SouthFrontenac.net)





**SOUTH  
FRONTENAC**



**FRONTENAC**  
COUNTY OF FRONTENAC • ONTARIO

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# SOUTH FRONTENAC **RESPONSIVE LOGO SYSTEM**

Responsive logos are shape-shifting logos that change in size or complexity to accommodate and adapt to wherever they are placed. Responsive logos give you a way to maintain visual consistency in any environment. Consistency is a critical component in developing brand familiarity and loyalty.





HORIZONTAL LOGO (PREFERRED)



VERTICAL LOGO



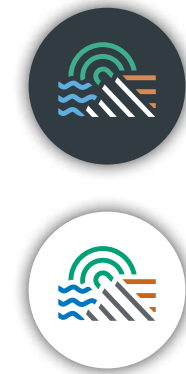
PROMOTIONAL CREST



EXTREME HORIZONTAL LOGO



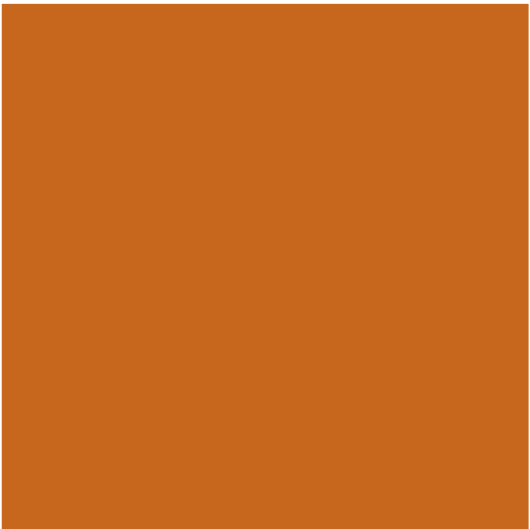
ICON ONLY



SOCIAL MEDIA AVATARS



PRIMARY COLOUR PALETTE



idea

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# SOUTH FRONTENAC **SAMPLE APPLICATIONS**

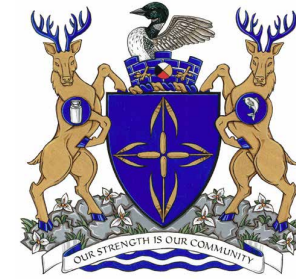
The samples shown on the following pages are an initial depiction of the logo on graphic materials. These are to give an impression of the visuals. Actual applications will be formalized, created and implemented following the approval of the logo.



# SOUTH FRONTENAC



# PUBLIC SERVICE ANNOUNCEMENT



NATURAL, VIBRANT AND GROWING

A PROGRESSIVE RURAL LEADER

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For Immediate Release

April 13<sup>th</sup>, 2021

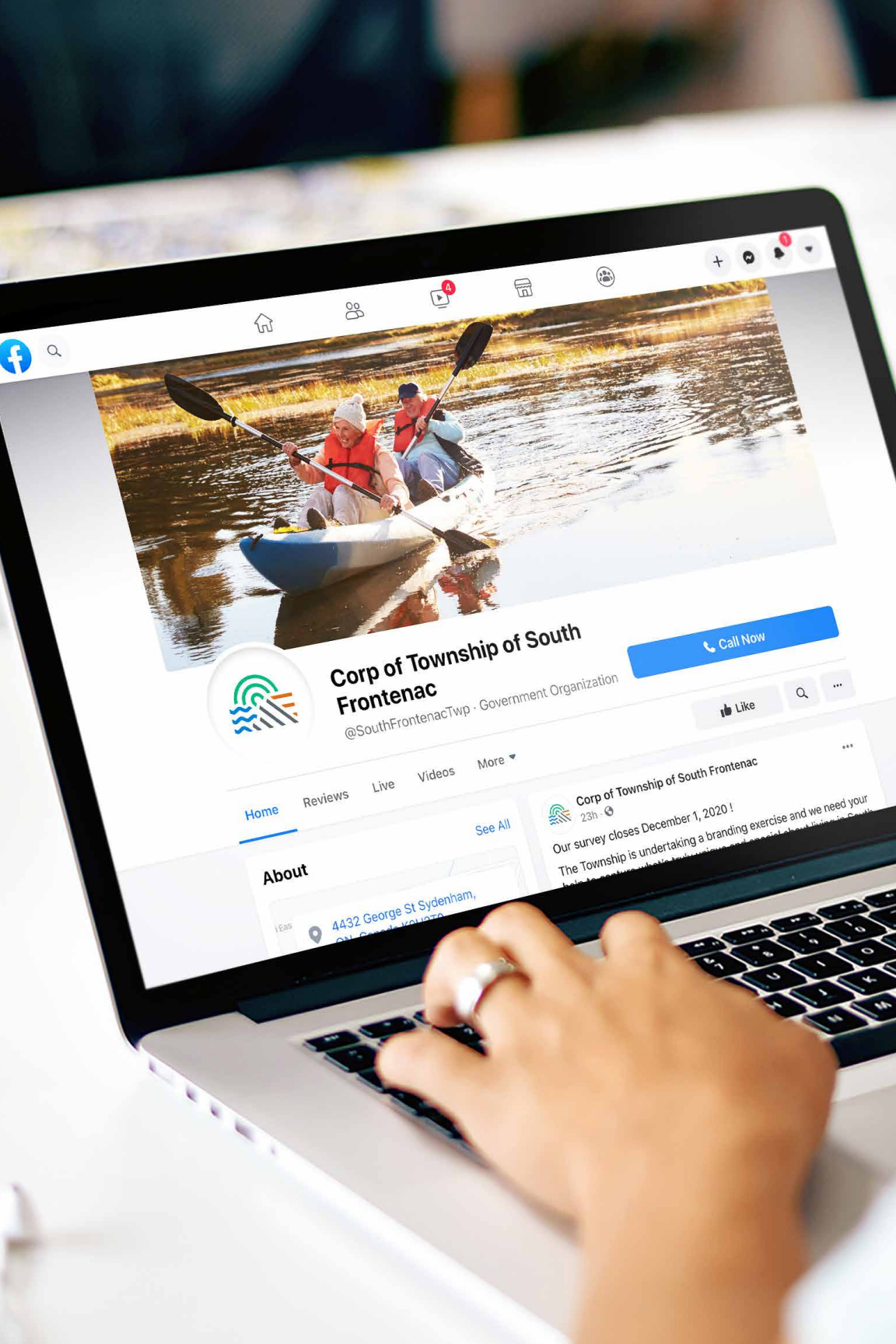


**SOUTH  
FRONTENAC**

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POPULATION: 18,750

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**SOUTH FRONTENAC**

[Living Here](#)

[Town Hall](#)

[Things to Do](#)

[Open for Business](#)



# WELCOME TO SOUTH FRONTENAC

NATURAL, VIBRANT AND GROWING

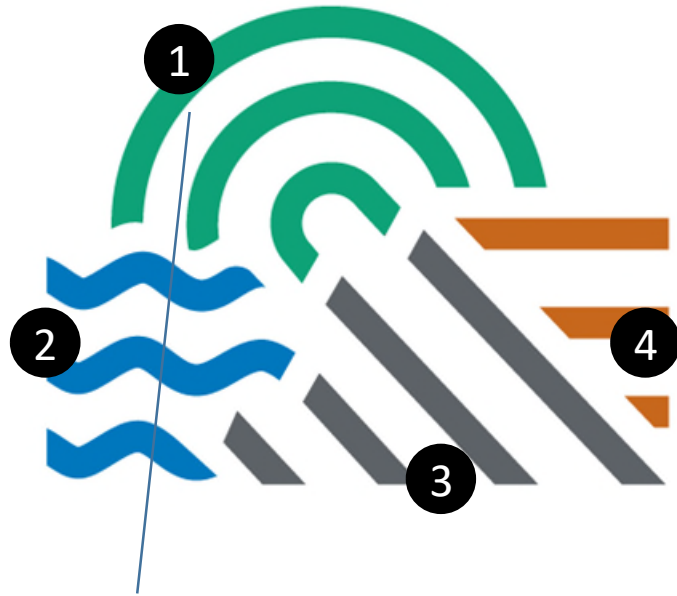
A PROGRESSIVE RURAL LEADER



## FEATURED ITEMS

Explore South Frontenac.

# Some added subtle meaning

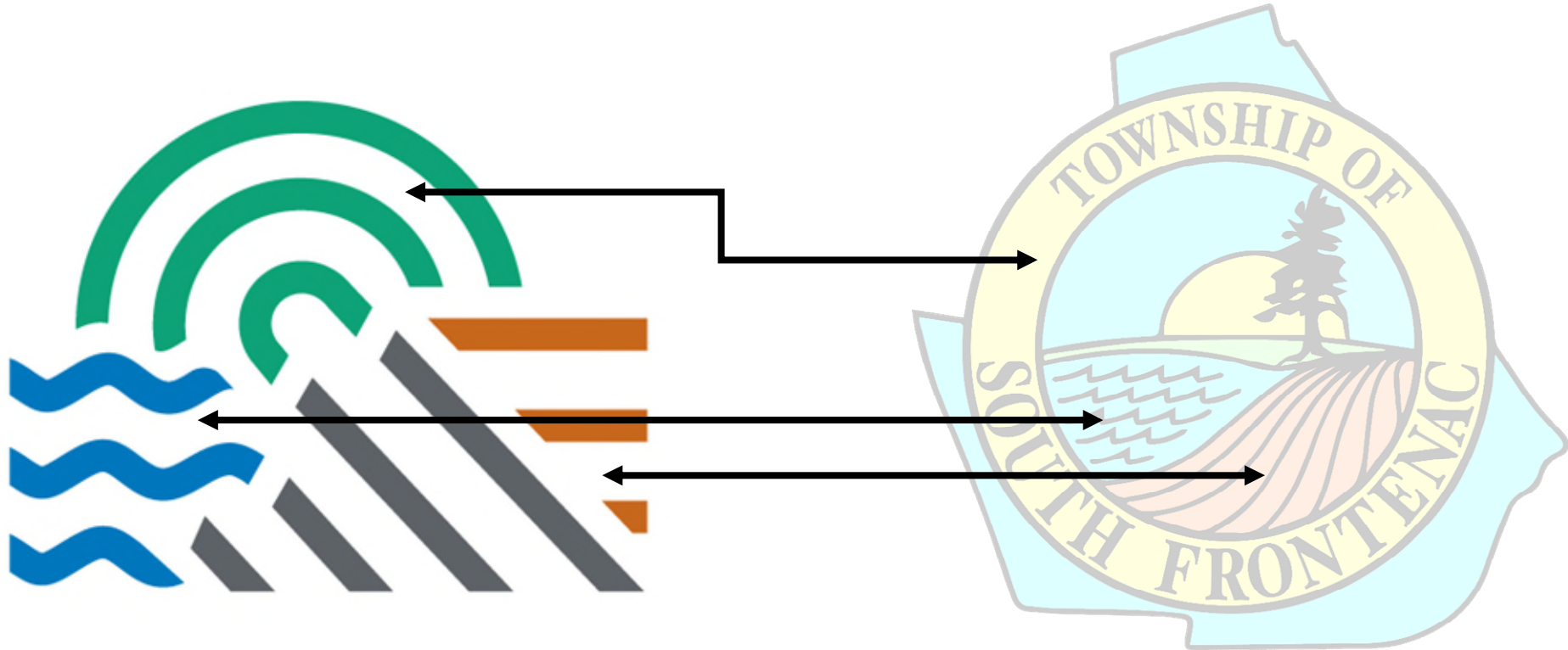


Four (4) graphic elements represent four (4) current Districts of South Frontenac (and similar orientation to boundaries)

**SOUTH**  
**FRONTENAC**

“South” is larger and more prominent than “Frontenac” since it is the primary differentiator from the County and our neighbours

# Incorporates Existing Elements



# Brand Positioning

- South Frontenac already has a story, a feeling, and an identity – but we’ve never put that in writing.
- The brand positioning statement does this in a concise way, and represents the values identified in the community survey and by the Steering Group.
- The positioning will inform things like the “tone of voice” we use in media releases or the imagery we use on our website and social media.

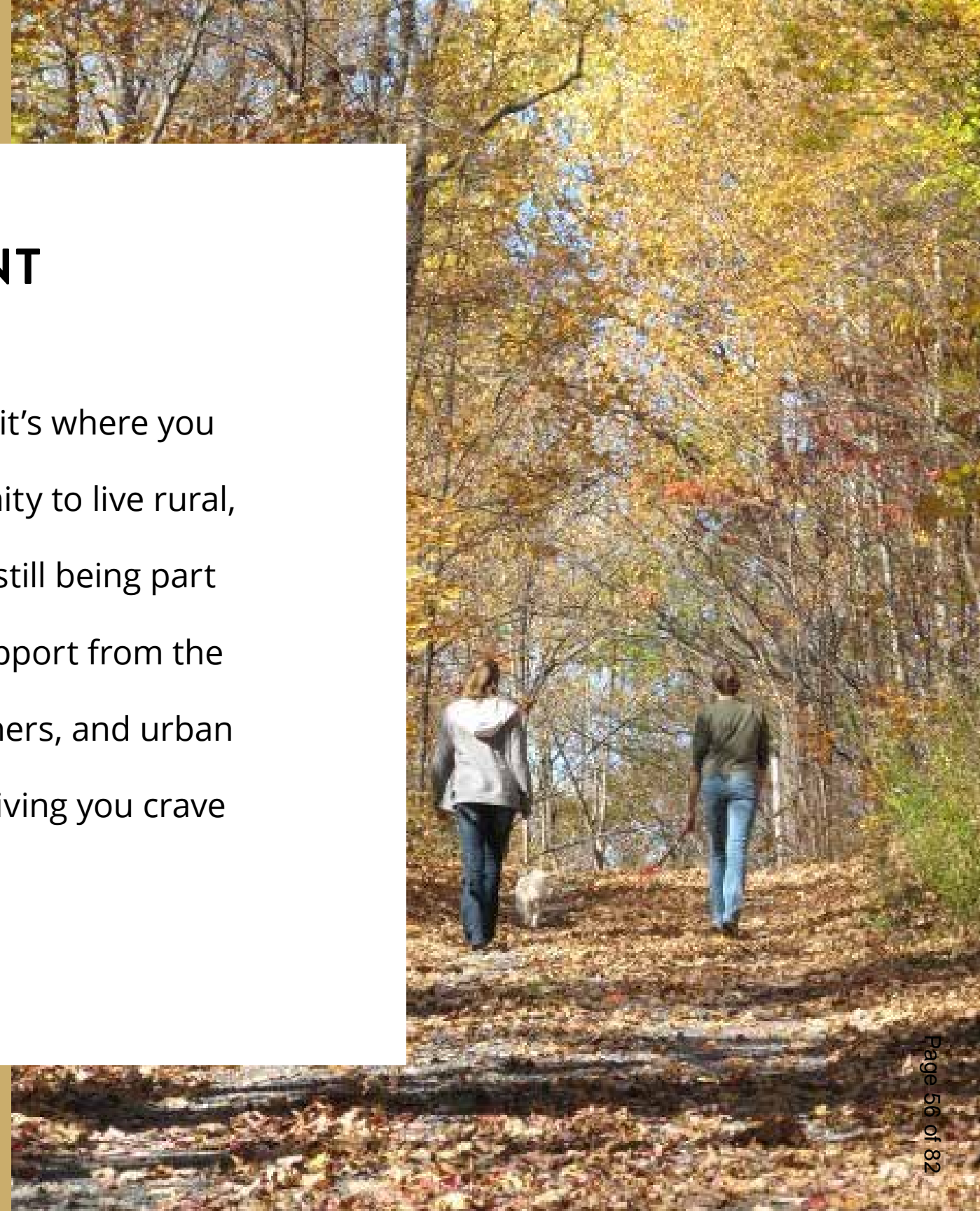


**SOUTH  
FRONTENAC**

**BRANDING  
POSITIONING**

## BRAND POSITIONING STATEMENT

South Frontenac is more than a place; it's a breath of fresh air, it's where you can enjoy a more well-rounded and relaxed life. It's an opportunity to live rural, surrounded by scenic lakes, trails and wide open spaces while still being part of a community. It's small towns with big opportunities, real support from the Township, original offerings from our artisans and business owners, and urban amenities just a short drive away. South Frontenac is the rural living you crave without compromising on convenience.





## SHORT-FORM BRAND POSITIONING STATEMENT

South Frontenac is more than a place. It's scenic lakes, trails and wide open spaces and a collection of thriving communities where residents enjoy a more well-rounded, relaxed rural lifestyle while still remaining connected. It's a place of endless opportunities for work, leisure and life.

## VALUE PROPOSITION

South Frontenac is unique, in that it offers an ideal and beautiful rural and rugged oasis without losing access to amenities which can be found in our villages and hamlets, and in a larger urban centre nearby. Plus, regardless of where you are in South Frontenac, you can always find a lake, trail or good neighbour close by.





## NATURAL

With 75 lakes and countless streams, ponds and natural springs this is a place of beauty and wonder. Where the water stops forests flourish and deer, bears, owls and other wildlife thrive. Here we are champions of, celebrate, and take part in nature.

## RESILIENT

We are intertwined with the landscape, without impacting the precious balance needed for this area to thrive. We work with the land, not around it. And in maintaining the integrity of the land, we become adaptable as communities in the way we live.

## FRIENDLY

Maybe it's the slower pace of life, the connection to nature or the small town events that help us get to know each other. But here we are just down-to-earth, approachable and ready to lend a hand.

# BRAND VALUES

## CONVENIENT

With higher education institutes, first rate hospitals, nightlife and many other opportunities just minutes away, South Frontenac is in an ideal location. It's the rural surroundings that you crave without compromising on the urban amenities that you sometimes require.

## PEACEFUL

All you have to do is drive in from a larger urban centre to realize there is a certain calmness that you feel once you get to South Frontenac. Less traffic, properties more spaced out, nature all around and lakes and trails at every turn. It's a calm that feeds your soul.

## WHOLESOME

Our events are family-friendly, your neighbours will watch out for your kids, the people in neighbouring hamlets will get to know you by name. Nature brings you together on hikes, electronics become secondary, and families can build new traditions.

# Next Steps

- Accept feedback and questions from Council tonight
- Seek formal support at April 20<sup>th</sup> Council meeting
- Steering group and consultant will complete the remaining work
- Begin implementation in late Q2